

Manitoba Calling



SCENE AT CLEAR LAKE
RIDING MOUNTAIN NATIONAL PARK

RADIO BRANCH MANITOBA TELEPHONE SYSTEM

VOL. IV. No. 6

JUNE, 1940

"Turrets Twain"



ST. BONIFACE CATHEDRAL
on the Red River, facing Winnipeg

*Is it the clang of wild-geese?
Is it the Indian's yell,
That lends to the voice of the north-wind
The tones of a far-off bell?*

*The voyageur smiles as he listens
To the sound that grows apace;
Well he knows the vesper ringing
Of the bells of St. Boniface.*

*The bells of the Roman Mission,
That call from their turrets twain,
To the boatman on the river,
To the hunter on the plain!*

—John Greenleaf Whittier, 1859.

Vol. IV. No. 6.

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June, 1940.

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Radio Branch,
Manitoba Telephone System,
Winnipeg

OUR JUNE ISSUE

With this number we expand "Manitoba Calling" and we extend our functions to co-operate as a branch of the Provincial Government in Manitoba's welcome to visitors.

Under the appropriate title carried by this publication since its inauguration, CKY—Canada's first publicly-owned broadcasting station—and CKX are undertaking throughout the summer to augment the excellent work already being done by such organizations as the Provincial Department of Mines and Natural Resources, the Department of Agriculture, the Tourist and Convention Bureau, Boards of Trade, and other bodies, in publicising the attractions of Manitoba as a resort for tourists and sportsmen. Through the medium of Radio we are presenting talks, actuality broadcasts and musical programs which will, we hope, be of interest not only to listeners residing within the borders of our Province, but also to the even larger audience beyond.

Manitoba presents an extraordinary variety of scenery. Nature has richly endowed us with fertile lands, forests, fish, bird life, and untold wealth in the ground beneath. We have magnificent waterways for every kind of aquatic sport, all-weather highways, and the facilities provided by railroads, airways and bus routes. We have a Manitoba-owned Telephone System ranking among the most efficient and the most economical in the world, enabling visitors who desire it to maintain communication with their homes.

Our Province is packed with history, commemorated by numerous forts, cairns, plaques, etc. which remind the visitor of the brave struggles of the early pioneers. About some of these things we shall tell in broadcasts by recognized authorities on their subjects.

So, in its new summer dress, "Manitoba Calling" comes to you, still the printed link between CKY-CKX and our listeners, and now with special emphasis on our invitation and cordial welcome to visitors.

PRIZE CONTEST

"Manitoba Calling" is offering prizes for essays on the subject "A Holiday in Manitoba". The contest will be open to residents of the Province and to visitors, regardless of age or other qualifications.

1st Prize	- - -	\$100 in cash.
2nd	" - - -	\$ 50 " "
3rd	" - - -	\$ 25 " "

Entries will be examined by a board of three judges whose decision will be final.

For further particulars and entry blanks write to CKY, Winnipeg.

WORDS ABOUT WORDS

When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail it to CKY.

UN-de-SIFF-erable is the latest, meaning UN-DECIPHERABLE. An announcer was heard to make CIPHER rhyme with SNIFFER.

A word frequently reported as being mis-pronounced is AGED, meaning OLD. Some announcers persist in giving it one syllable instead of two. A listener asks us to point out that an old man is an AJ-JED man, whereas a man may be AJD (one syllable) forty. Our spelling is phonetic, of course.

In an advertisement recently the word DIS-tillate was mispronounced Dis-TILL-ate.

Not a matter of mispronunciation but of misuse of words is the expression "We have not heard from him AS YET". "We have not yet heard from him" is preferred.

It is LAM-entable that some radio speakers have been heard to say La-MEN-table. The former pronunciation is correct.

A listener who loves good English assures us that she heard a "poem" on the radio—on the network actually—which terminated somewhat thus:—"Words are not needed, between you and I." Our fair correspondent suggests that some poems should be censored and some poets censured.

Many an old salt, and many a jolly young tar, must have winced on hearing the good old White Ensign called an EN-SIN, the second syllable rhyming with TIN. Mr. Churchill would have winced on hearing it too. Forgive the pun.

Don't be shocked when you hear ROUTE pronounced ROWT. The Oxford Dictionary allows the latter pronunciation when the word is used in the military sense.

We have ceased to worry about the pronunciation of place names. The listener who is horrified at hearing the English READING pronounced REED-ING, or BERWICK pronounced BER-WICK, instead of BER-RICK, can usually be stumped by your asking him how to pronounce the name of some place within a few miles of his own home

This Month

. . . in our Diary

Extracts from CKY's Log Book

Do you remember when the panacea for all physical and mental ills consisted in reciting repeatedly 'Every day in every way I'm getting better and better'?

June 5th, 1923: "CKY will broadcast a lecture by Professor Armand, of Paris, France, on the subject of auto-suggestion and the Coué system. Professor Armand is in Winnipeg under the auspices of the Coué Club and the Winnipeg Psychological Society . . .".

Quiz features on the radio are not as new as might be thought:—

June 7th, 1923: "Each evening, immediately following the bedtime story, a question is asked. The reply is given on the following evening program. Thus, on Tuesday last the question was 'What is the name of the bright planet or star now visible on clear evenings in our southern skies, and what do we know about it?' It is believed that CKY is the first broadcasting station to inaugurate this educational feature. . . .".

Visual broadcasts were popular seventeen years ago:—

June 15th, 1923: Concert by the "Elks" in the Walker Theatre, Winnipeg.

June 17th, 1923: "Radio listeners who would like to see a radio concert being broadcast are invited to be in Fort Rouge Methodist Church next Sunday evening. Admission will be free. . . .".

June 25th, 1923: Talk by J. A. Campbell on "The Resources of the North Country".

June 28th, 1923: Program by Kelvin High School Orchestra and assisting artists including Jimmie Gowler, violinist.

town. There has been much discussion of MONTE-VID-ee-O or MONTE-vid-DAY-O. British sailor men the world over have been using the former manner for generations. Moreover, we mispronounce PARIS almost every day, not to mention our western treatment of such names as NOTRE DAME and PORTAGE, so what can be done about it?

FAMOUS AUTHOR SPEAKS IN "MANITOBA CALLING" SERIES



Philip H. Godsell, F.R.G.S.

Arctic adventurer, author and historian, Philip H. Godsell, F.R.G.S. is known to hundreds of thousands of Canadian and American readers by his books and widely circulated magazine articles. Born in England, he sailed into Hudson Bay in 1906. During the ensuing years he has travelled more than 100,000 miles by dog-team, snowshoe, canoe and York boat, from Labrador to Alaska, and from the Great Lakes to the Arctic islands. He has lived in the igloos and tepees of every tribe of Eskimos and Indians in Canada; speaks numerous native dialects and has been adopted into the Cree tribe as Chief "Spirit Bird". His latest book "The Vanishing Frontier" is being received enthusiastically. Copies of his other well-known works, "Arctic Trader" and "Red Hunters of the Snows" have been accepted by H. M. King George VI.

Many listeners in Canada have heard and enjoyed Mr. Godsell's interesting radio talks, broadcast at intervals during a period of nearly ten years. Still larger audiences in the United States have been thrilled by dramatizations of his Mounted Police stories, broadcast on American networks.

Mr. Godsell has hunted polar bears and white whales on the shores of Hudson Bay. Experienced in directing his-

AROUND THE STUDIOS

Many Visitors at CKY

People interested in radio are not all content to sit at home and listen to programs without wanting to know what takes place in the preparation stages of a radio show. Many visitors, young and old, call at our studios to learn something of their construction, the time and energy spent on programs, and the precision with which they are arranged and run off. By far the majority of visitors to CKY are young people; but combining young and old, 1,220 men and women have called at the studios, to be shown around, since the beginning of 1940. Many of these people have been interested in the technical angles; others in the arrangement of programs and rehearsals; and some have turned their attention toward the types of microphones. All other interests are forgotten, however, when any one of CKY's Announcers walks around the corner.

Six High School groups from towns in Minnesota were our guests throughout the past month. Of these groups 153 of the individuals were girls and 103 were boys. On Saturday, May 19th, the studios were buzzing with activity, as the Detroit Lakes High School band gave a concert over the air from Studio 1. There were 52 in the band and 64 in the chorus. In the Observation Room, two groups from Middle River, Minnesota, and Doyon, N.D., respectively watched the broadcast. The Hon. W. J. Major, K.C., welcomed the visitors on behalf of the province.

torical pageants, he took a prominent part in the Royal Welcome week activities last year, leading the spectacular parade on the eve of Their Majesties' arrival, and presenting a group of war-painted Indians to the King and Queen on May 24th.

A number of talks on historical places in the province will be broadcast on CKY and CKX by Mr. Godsell as a contribution to Manitoba's invitation to tourists.

The Happy Gang Again



We published a picture of these popular C.B.C.—Colgate-Palmolive artists—in our May number, but several readers have demanded a bigger and better one, so here it is. Kathleen Stokes is the lady thumbing a ride in the already overcrowded chariot. In the front seat are, from left to right, George Temple, Bert Pearl and Hugh Bartlett. Precariously perched behind them are Bob Farnon, Eddie Allen and Blain Mathe.

INTERNATIONAL PEACE GARDEN

The International Peace Garden of 2,200 acres sits astride the International boundary line, 15 miles south of the town of Boissevain, Man. It is unique in its concept, and seems destined to attract many visitors because of its intrinsic appeal, both because of natural beauty and of sentiment. There are 888 acres in the United States (North Dakota) and 1,300 acres in Canada (Manitoba). In the presence of a throng estimated at 50,000, the Garden was dedicated on July 14, 1932. It contains a cairn, placed exactly on the international line, and built from stones gathered from both sides of the line. The plaque on this cairn reads: "To God in His Glory we two nations dedicate this garden and pledge ourselves that as long as men shall live we will not take up arms against one another."

ADVENTURES IN RADIO - 11

By D. R. P. COATS

A TALE OF A TRUNK

It was a big trunk, of green fibre bound with strips of yellow hickory. As combining satisfactory strength with desirable lightness it seemed just the thing to carry a young emigrant's effects across the Atlantic.

My appointment to the staff of the Pacific Cable Board was duly confirmed in an impressive indenture which bound me, at considerable length of legal phraseology, to a term of five years' service. One of the less depressing clauses in the contract referred to a commencing salary which in English pounds looked like immediate affluence, though it proved in Canadian dollars to be little more than sufficient to provide an existence. Another beam of light in the terminological gloom was reflected from a sentence which promised train and boat fare together with "steward's tips and wine bill". There was a gratifying touch of refinement in that undertaking to allow five or six dollars for what in a less dignified document would have been called "incidentals".

Rather more obscure then, but a shining jewel when I eventually sought release from the monotony of landline operating, was a clause which permitted me to cancel the contract at the end of the first twelve months, subject to my repaying the aforesaid train and boat fare and refunding the steward's tips together with the temperate sum intended as a sacrifice to Bacchus. My allowance for the last item, by the way, was recklessly squandered in candy and ginger-pop en route. All this has nothing to do with the trunk, except that the likelihood of my being in Canada at least five years accounted for its size and, therefore, its last adventure.

Arctic Outfit for Montreal

The contents of the trunk will not be described in detail. They included several suits of the thickest tweeds obtainable and numerous articles of extra heavy underwear specially selected to insulate me from the bitter blasts of a Canada which I vaguely associated with Indians, Mounted Police, high mountains and low temperatures.

Among the indispensables was a small

spark wireless transmitter and a crystal set receiver. With the latter I had heard signals from the Eiffel Tower and from ships in the Thames and English Channel. Once, in that year of 1911, I had attached an aerial wire to a kite and listened to the dots and dashes from European stations as it swayed high over the Kentish field in which we were camped. The wireless set might be useful in Canada, so into the trunk it went, subsequently to emerge as one of the early amateur radio outfits in Montreal.

In accordance with Old Country practice, the trunk was shipped well in advance of my departure, so that it might be placed aboard the liner *Megantic* in plenty of time. When my hour of farewells arrived, the guard blew his whistle and the train pulled out of my native town to the accompaniment of the bugles and drums of my Boy Scout troop. Next morning at Euston I met my fellow adventurer from the British School of Telegraphy and we journeyed to Liverpool.

The odds and ends in my valise were sufficient to see me part way across the Atlantic. . . . They lasted considerably longer. . . . The trunk was not in my cabin. The steward looked thoughtful and assured me it must be in the baggage room. In a day or so they would search for it. . . . They did, but discovered it not. It wasn't aboard, and here was I on my way to Canada in November; without my heavy clothing; sans arctic underwear; sans flannel shirts; sans everything but what I stood up in, plus collars, handkerchiefs, shaving kit and toothbrush!

North Atlantic Passage

We had rather a rough voyage. The North Atlantic gave us some unpleasant samples of her snow squalls as we neared the Canadian coast in December. My travelling companion had been confined to his berth since the day we sailed. Sir Patrick Manson, famous authority on tropical diseases and co-worker with Ross in the historical experiments with malaria and mosquitoes, had looked us over before we were accepted for service and had ordered us to be vaccinated

against small-pox, in accordance with the requirements of our contract. Neither sea-sickness nor the vaccine "took" with me, but my friend had a miserable time with both, so when I went below one day and informed him that the shore of Canada was at last in view his remarks were anything but flattering to Our Lady of the Snows.

The entrance to Halifax was a bleak pencil sketch when I first saw its wintry hills. I was to learn a year or two later that the same land can become an oil painting of gorgeous hues in other seasons. On that first visit we had no time to inspect the city when George's Island had drifted past and we had tied up at the wharf.

First Impressions of Canada

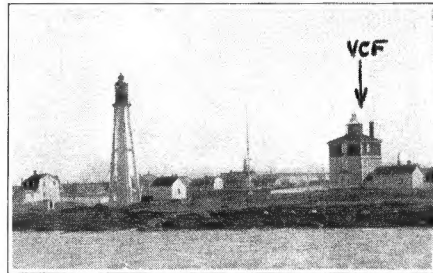
My recollections are of snow, the funnels and masts of H.M.C.S. *Niobe* at her dock, colossal red freight cars marked "Intercolonial Railway", enormous locomotives hung with icicles and having an impolite habit of shooting steam at you if you happened to be passing when the engine driver ("engineer" to me now, of course) let that steam belch out from somewhere between the wheels. I missed the guard with his green flag, his whistle and his shouted "Right away!" I missed the amenities of railway travel in England, where one sits bolt upright five on a perch, facing five other passengers, and no-one speaking to any of the other nine unless some unusual incident occurs to break down social barriers and render introductions unnecessary. In Halifax I found the cars very different. . . . Infernally hot, and filled with people who were inclined to address you as if they had known you all their lives. Fortunately, no-one produced playing cards in my presence. I had been warned to be very suspicious of that!

It was hello and au revoir to Halifax that time, for soon the school-bell on the locomotive was clanging away and we were gathering impressions of Canada as being a land in which Nature had carried the idea of snowing somewhat too far; a land in which the atmosphere could be so cold that it cut your face like a hot knife when you exercised at stopping places; a land which seemed to go on and on in an endless panorama of unsubstantial-looking farm houses,

fences frequently crooked, towns with big names and small populations, railway stations which were there for no purpose that we could see, and hundreds of miles of Christmas trees and snow. This was Canada to me in 1911. Had anyone told me then that I would ever be loath to leave her, I would have indulged in a very superior smile.

A Watery Grave

And what of the missing trunk? It reached me in Montreal several weeks later. In the spring of 1913 I took it to sea when I embarked on my career as a marine wireless operator. The tray of the trunk, with the knick-knacks it contained, was left on my bunk in the *City of Sydney* when that vessel was wrecked on Sambro Ledges in March, 1914. The trunk itself was heaved into the tug-boat which rescued me. The



Wireless Station, Father Point

heavy underwear, mostly never worn, was bundled in sheets from my berth and thrown over likewise. Thus salvaged, it constituted with the trunk all my worldly goods after the accident. Joining the *Morwenna*, I found the trunk too big for the narrow entrance to my cabin, so I bought a smaller box and stored the trunk in the steerage. There it lay until June, 1914, when our second steward, leaving us for a holiday trip to England, begged me to sell it to him, which I did.

We saw him on the wharf at Montreal, waving goodbye to us as the *Morwenna* took us down the river. Poor fellow! He booked passage on the *Empress of Ireland* a few days later. . . .

Now, somewhere in the dark crypt of that coffin ship he sleeps his last sleep, in the waters of the St. Lawrence off Father Point. There, also, is the big trunk which once was green fibre bound

FILM COMMEDIENNE IN "BIG SISTER" SERIAL



Zasu Pitts, of the fluttering hands and woeful voice, is now being heard in her first regular radio role as "Aunt Mamie" in the CBS-CBC daytime serial "Big Sister", broadcast by CKY on weekdays, except Sundays, at 9.30 a.m.

DR. H. S. PERDUE ON CKX - CKY

Dr. H. S. Perdue, M.A., Ph.D., Professor of Geology at Brandon College and contributor of a number of addresses in the "Manitoba Calling" series over stations CKY and CKX, is one of those unusual persons who decided to see his own province first. In his talks which are broadcast from 4:45 to 5:00 p.m. Wednesdays, he will tell of the many fascinating things he found.

Born in Souris, Dr. Perdue received his public and high school education in that town, then came to Brandon where he studied for his Bachelor of Arts and Master of Arts degrees. He then attended the University of Chicago where he studied for the degree of Doctor of Philosophy.

with yellow hickory. And the heavy clothing it brought to Canada so many years ago? . . . That, too, is at the bottom . . . in the *Morvenna*. . . torpedoed 160 miles west-by-south from Milford Haven, Wales.

Peacocks and Bananas...

in Winnipeg's Beautiful Assiniboine Park

Peacocks are by common consent, the most beautiful birds in the world, and our city park has a score of them, perhaps the largest on the continent. Their shimmering display of metallic sheen of gold, copper, green and blue in a six-foot fan, surpasses all the pageantry of India, whence they originally came. Other glamorous birds of the Orient are right and left, but peacocks hold the crowd. *Pavo cristata* is supreme.

Facing the peacocks of the Himalayas are the yaks of Tibet. The screaming of the rainbird must be familiar to them, for the yak is the cow of central Asia, and was brought to Wainwright, to cross with buffalo and cattle to get a hardier breed for the north. When Wainwright was closed the yak were sent to Assiniboine Park, and the animal display is now quite replete, from polar bear to lions from Africa.

The nearby greenhouse is also replete with bananas in bloom and in bunch. Twenty feet above, the great strelitzia is in flower—large white petals a foot in length. Rubber trees thirty feet tall touch the dome, and beside the banana tree is the avocado tree, and in the south room are two grape fruit trees in bloom and in fruit. We do not have to travel to see the tropics; the flora is in the greenhouse, and the fauna in the zoo of Assiniboine Park.—Prof. V. W. Jackson, on CKY.



DATES OF MANITOBA FAIRS

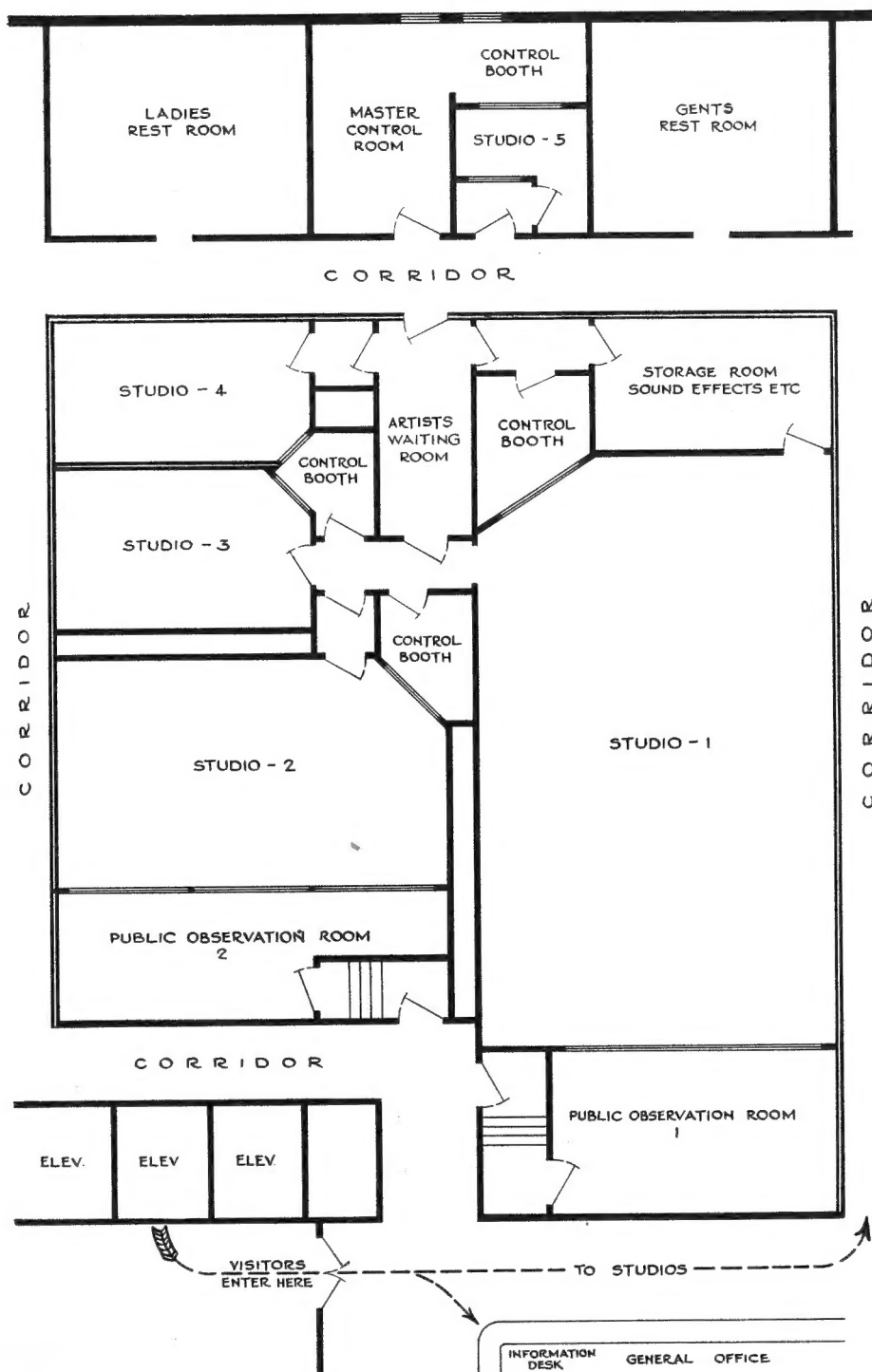
Carman—June 28 to July 1.

Brandon—July 1 to July 5.

Portage la Prairie—July 8 to July 10.

Dauphin—July 11 to July 13.

The dates for numerous other fairs throughout the Province had not been released when we went to press. They will be announced on CKY and CKX.



PLAN OF CKY STUDIOS

Opening into the corridors are offices, library, etc., not shown in the plan.

The Story of CKY's Studios - 2

(Continued from our May issue)

Automatic Ventilation

In his efforts to provide sound insulation the studio designer has succeeded not only in making them reasonably sound-proof but air-tight as well. It is, therefore, all the more important that the air conditioning system shall be effective in maintaining a current of fresh air through the studios, and that this air shall be regulated as to humidity as well as to temperature, summer and winter. Both these conditions are affected by the number of people in a studio and it is important that the air conditioning system shall be quickly responsive to the differences due to changing orchestras and artists in the course of the day. Engineering has achieved this to a remarkable degree in these ultra-modern studios, and has managed to keep sound from vibrating through the metal ducts or from being wafted along with the air currents.

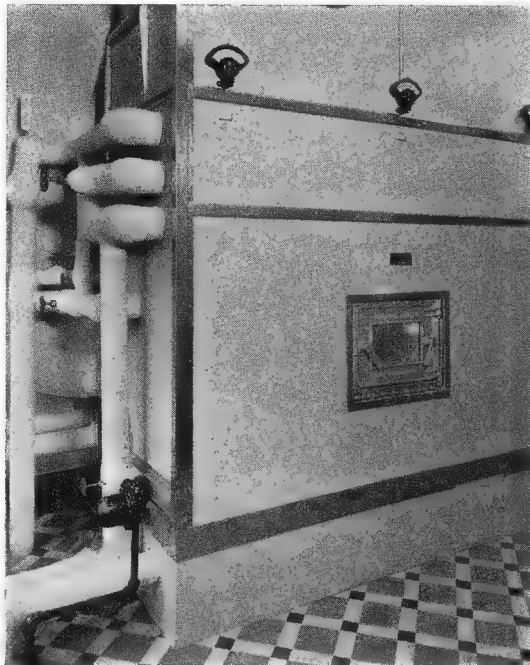
The ducts are wrapped in $\frac{1}{2}$ -inch felt and lined with $\frac{1}{2}$ -inch fireproof acoustical board. Within each duct, also, is a baffle or muffler, which is a section made up of longitudinal divisions, each lined with sound absorbent material and making square orifices through which the air passes freely but which "baffle" the passage of sound. As an added precaution, branch connections between studios have been avoided, each studio having its individual air duct directly joining with the main ventilating plant.

Windows

Where windows are necessary, as between control booths or observation rooms and studios, the problem of preventing sound leakage presents itself again. Each window comprises three separate panes of glass, each "floating" on felt in its

own frame, and each frame isolated so as not to permit vibrations to be conveyed between the glass and the walls. The panel on the inside, nearest the studio, is of $\frac{1}{4}$ -inch thickness and is inclined at an angle so as to reflect sound towards the studio ceiling. The middle pane is $\frac{3}{8}$ of an inch thick, and the outer pane is of $\frac{1}{2}$ -inch plate glass, the latter two panes being set vertically as windows ordinarily are. A difference of distance, as between the first and second pane and as between the second and third, adds to the efficiency, with the result that one may see what is going on in a studio without hearing a sound except by means of a loud speaker where such is provided. In other words, a visitor in an observation room will see the performance, but what he hears will

(Continued on Page 11)



A glimpse of the air-conditioning plant which maintains constant temperature and humidity in the studios

The Question Box

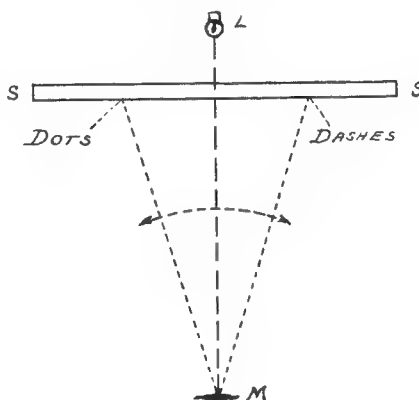
We shall be pleased to answer questions relating to radio. Selected questions and replies will be published on this page. Others will be answered by mail.

Why are there so few women announcers? In the early days of broadcasting the electrical equipment had limitations which did poor justice to sopranos and to female voices generally. This tended to favour the use of baritone singers and male speakers. To what extent this is responsible for the present existence of some prejudice among listeners against women announcers we cannot say, but that there is such prejudice is fairly generally admitted, though it is undoubtedly diminishing. At some stations lady announcers were almost hounded off the air. The general impression seemed to be that the strongest objectors to women announcers were not in the male but in the female audience. Being a mere man, the editor cannot be persuaded to enter into controversy on the subject. Our view is that in the future women will be in much greater demand as radio announcers than they have been—and good luck to them, bless 'em!

What are the special qualifications for an ideal announcer? The ideal announcer should be of an age suited to the type of program he is announcing. For anything but the lighter entertainment features he should be well read and widely travelled. He should be sufficiently educated, which may not be indicated by school grades and university degrees but rather by home "background" and general knowledge acquired by living in a world with his eyes and ears open. He should be appreciative of good music, good literature and the fine arts, nor should he in his pursuit of these have lost "the common touch". So far, the gentleman has not been located.

Please give some more information about the "Spot Dodger" used in the first submarine cables. Can you show a diagram to explain its working? This question refers to our "Adventures in Radio", May issue. Perhaps this sketch will help.

Principle of the "Spot Dodger"



Light from the lamp L is reflected from the mirror M on to the scale SS. The mirror, a disc somewhat smaller than a dime, is attached to a little piece of magnetized steel and suspended within a coil of fine wire. Current sent through the wire in one direction deflects the reflected light beam to the left of the scale. A reversed current deflects the beam to the right of the scale. Left-hand deflections are read as dots, and right-hand deflections are read as dashes. In transmitting, the operator used two keys, side by side, one for dots and the other for dashes.

What is "static"? Static is interference due to natural electrical causes; lightning, local or distant, and possibly disturbances on the sun or even in the depths of stellar space. There is also interference caused by purely local electrical machinery, but this is not properly called static.

Why is it harder to get stations from west and east than from north and south? The difficulty in receiving from east or west is probably due to the earth's magnetic field whose general direction, of course, is from north to south. The close relationship between electrical and magnetic phenomena suggests that electric waves travel more easily in the direction of the field than at right angles to it. There are various other considerations affecting the matter, however.

STORY OF CKY'S STUDIOS

(Continued from Page 9)

come to him not through the glass but via the microphone and loud speaker.

Studios on Springs

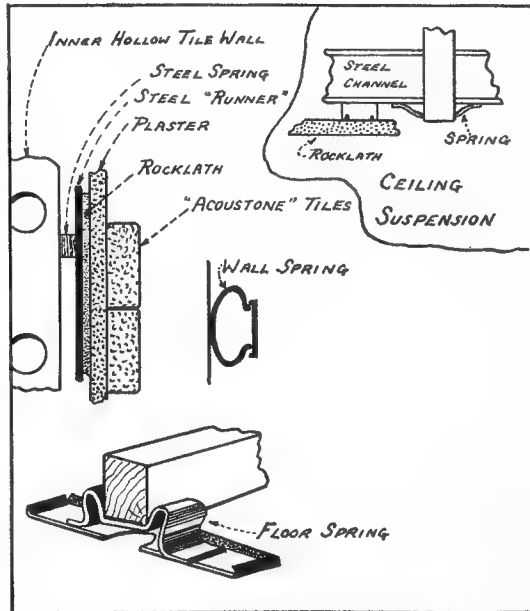
There are five studios together with the associated observation rooms and control booths. Four of these are contained within the walls of a central floor-space. Around the four sides of these walls, runs the corridor connecting the various offices, which latter, with the corridor, form a buffer tending to protect the studios from street noises. The wall enclosing the studio block, as we will call the whole central section including studios, observation rooms and control booths, consists of two six-inch hollow tile walls, covered with heavy plaster inside and out, and with two inches of air space between them. To the inside surfaces of the inner of these walls are attached metal spring clips and to these clips are fastened steel channels. Upon the channels gypsum board is laid, and the space between the tile wall and the gypsum board up to a height of eighteen inches from the floor is filled with mineral wool. Plaster is laid on the gypsum board and this forms the interior surfaces of the studio walls which are now ready for finishing treatment. By pressing against the walls in the studios, one can observe that they are "springy", and it is easy to understand that this springiness, with the added effect of the mineral wool filling, will take up heavy vibrations whether occurring within the studio or outside, soundproofing the walls very effectively. The studio ceilings are constructed in a somewhat similar manner, with springs modified to a type suitable for the suspension required.

The floor treatment is of special interest. To the original concrete of the building rows of steel springs are attached, and upon these springs wooden sleepers are laid, paralleling each other much after the fashion of floor joists. The spaces between the concrete base floor and the top of the sleepers are filled with mineral wool, and upon the sleepers is laid

gypsum board. Over this board, in turn, is laid single-ply roofing material, and upon this is a 2½-inch slab of reinforced concrete. It is to be noted that the entire floor system, floating upon its springs, is not connected with the walls. A buffer of ½-inch felt around the edges of the floor system prevents direct contact. It remains to be said that upon the floating concrete floor slab is laid a double layer of felt, and over this the heavy linoleum which in its beauty belies the complicated structure it conceals. So, too, upon the walls, arranged in artistic designs, are vari-colored tiles of "Acoustone"—porous and contributing at once to the appearance and acoustic efficiency of the studios.

So far, we have described some of the things which, except for a few features, the visitor will not see. They are hidden behind beautifully surfaced walls, under floors or above ceilings; concealed, perhaps for as long as the building shall stand, to be remembered, maybe, only by those who planned and put them there; yet doing their silent duty in permitting music and speech to be flung to the far corners of the earth while preventing its being heard a few feet from its source.

(To be continued.)



The above sketches help to explain the spring suspension system concealed behind the walls, above the ceilings, and beneath the floors.

AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

SUNDAY

- 11.00—Church Service.
- 12.25—British United Press News.
- 12.30—British Bands—Burns & Co. Ltd.
- 1.00—Columbia Broadcasting Symphony Orchestra—CBC.
- 2.30—Spelling Bee—CBC.
- 3.00—The Church of the Air—CBC.
- 3.45—B.B.C. News—CBC.
- 4.30—The World Today—CBC.
- 4.45—Canadian Press News—CBC.
- 5.00—Jack Benny—CBC—Jello.
- 5.30—String Orchestra—CBC.
- 7.00—Church Service.
- 8.00—The Mark of the Duke—CBC.
- 9.00—Canadian Press News—CBC.
- 9.30—Waltz Program—CBC.
- 10.00—Miniature Musicale—CBC.
- 10.30—Favorite Hymns—CBC.
- 11.30—Sanctuary—CBC.

MONDAY

- 7.00—Reveille.
- 7.15—Morning Merrymakers.
- 7.45—British United Press News.
- 8.00—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right of Happiness—CBC—Crisco.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.15—Allan Caron—Organist.
- 11.00—The Happy Gang—CBC—Colgate-Palmolive.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—Against the Storm—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—British United Press News.
- 1.00—The Story of Mary Marlin—CBC—Ivory.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay.
- 1.45—The Guiding Light—CBC—P. & G. Soap.
- 2.00—Club Matinee—CBC.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—The Gospel Singer—Oxydol.
- 4.45—Manitoba Calling.
- 5.45—British United Press News.
- 6.15—Light Up and Listen—Imperial Tobacco.
- 6.30—Tarzan—St. Lawrence Starch Co.
- 6.45—Easy Aces—Anacin.
- 7.00—Lux Radio Theatre—CBC—Lux.
- 8.00—Contented Hour—CBC—Carnation Milk Co.
- 9.00—Canadian Press News—CBC.
- 10.00—Theatre Time—CBC.
- 10.30—Band Concert—CBC.
- 11.00—Classics for Today—CBC.
- 11.30—With the Troops in England—CBC.
- 12.00—British United Press News.

TUESDAY

- 7.00—Reveille.
- 7.15—Morning Merrymakers.
- 7.45—British United Press News.
- 8.00—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right of Happiness—CBC—Crisco.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.00—Peggy's Point of View.
- 11.00—The Happy Gang—CBC.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—Against the Storm—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—British United Press News.
- 1.00—The Story of Mary Marlin—CBC—Ivory.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay.
- 1.45—The Guiding Light—CBC—P. & G. Soap.
- 2.00—Club Matinee—CBC.
- 2.45—Donald Novis Sings—Libby's.
- 3.00—CKY Studio Strings — Manitoba Telephone System.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.30—The Gospel Singer—Oxydol.
- 4.45—Dr. W. T. Allison—Book Review.
- 5.00—The Voice of Inspiration—Young United Church.
- 5.45—British United Press News.
- 6.00—Big Town—CBC—Rinso.
- 6.30—The Family Man—CBC—Lever Bros.
- 7.00—Top Flight Tunes—CBC—Wings Cigarettes.
- 7.30—Fibber McGee and Molly—CBC—S. C. Johnson & Son.
- 8.00—Treasure Trail—Wrigley Co.
- 9.00—Canadian Press News—CBC.
- 9.30—Light Up and Listen—Imperial Tobacco.
- 9.45—Manitoba Calling.
- 10.30—Songs of Empire—CBC.
- 11.00—Chamber Music—CBC.
- 11.30—Speaking of Books—Talk—CBC.
- 11.45—British United Press News.

WEDNESDAY

- 7.00—Reveille.
- 7.15—Morning Merrymakers.
- 7.45—British United Press News.
- 8.00—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right of Happiness—CBC—Crisco.
- 9.15—Stars of the Week—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.00—The House of Peter MacGregor—Greyhound Travel Bureau.
- 10.15—Allan Caron—Organist.

11.00—The Happy Gang—CBC—Colgate-Palmolive.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—British United Press News.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 2.45—Donald Novis Sings—Libby's.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.30—The Gospel Singer—Oxydol.
 4.45—Manitoba Calling.
 5.45—British United Press News.
 6.00—Guess What—Public Finance.
 6.15—Light Up and Listen—Imperial Tobacco.
 6.30—Tarzan—St. Lawrence Starch Co.
 6.45—Easy Aces—Anacin.
 7.30—Serenade for Strings—CBC.
 8.00—Dr. Query—CBC—Stephens Paint Co.
 8.30—Midweek Commentary—CBC.
 9.00—Canadian Press News—CBC.
 10.00—Drama—CBC.
 10.30—Hawaiian Music—CBC.
 11.45—British United Press News.

THURSDAY

7.00—Reveille.
 7.15—Morning Merrymakers.
 7.45—British United Press News.
 8.00—Wake Up and Live.
 8.25—Manitoba Calling.
 8.30—The Man I Married—CBC—Oxydol.
 8.45—The Right of Happiness—CBC—Crisco.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—Big Sister—CBC—Rinso.
 9.45—Life and Love of Dr. Susan—CBC—Lux.
 10.00—Peggy's Point of View.
 10.15—Allan Caron—Organist.
 11.00—The Happy Gang—CBC.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—British United Press News.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 2.45—Donald Novis Sings—Libby's.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.30—The Gospel Singer—Oxydol.
 5.00—The Voice of Inspiration—Young United Church.
 5.45—British United Press News.
 6.15—Light Up and Listen—Imperial Tobacco.
 7.00—Symphony Concert—CBC.
 8.00—Kraft Music Hall—CBC—Kraft Phenix Cheese Corp.
 9.00—Canadian Press News—CBC.
 9.30—True or False—J. B. Williams.
 10.00—String Orchestra—CBC.
 11.00—Jack Avison's Concert Orchestra—CBC.
 11.45—British United Press News.

FRIDAY

7.00—Reveille.
 7.15—Morning Merrymakers.
 7.45—British United Press News.
 8.00—Wake Up and Live.
 8.25—Manitoba Calling.
 8.30—The Man I Married—CBC—Oxydol.
 8.45—The Right of Happiness—CBC—Crisco.
 9.15—Stars of the Week—United Radio Advtg.
 9.30—Big Sister—CBC—Rinso.
 9.45—Life and Love of Dr. Susan—CBC—Lux.
 10.15—Allan Caron—Organist.
 11.00—The Happy Gang—CBC—Colgate-Palmolive.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—British United Press News.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 2.45—Donald Novis Sings—Libby's.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.30—The Gospel Singer—Oxydol.
 4.45—Manitoba Calling.
 5.45—British United Press News.
 6.15—Light Up and Listen—Imperial Tobacco.
 6.30—Tarzan—St. Lawrence Starch Co.
 6.45—Easy Aces—Anacin.
 7.00—Waltz Time—CBC—Sterling Products.
 7.30—Along the Boulevard—CBC—Sterling Products.
 8.30—The Book Window—CBC.
 9.00—Canadian Press News—CBC.
 9.30—Woodhouse and Hawkins—CBC.
 10.00—Drama—CBC.
 11.00—Musical Mirror—CBC.
 11.30—The Cariboo Miner—CBC.
 11.45—British United Press News.

SATURDAY

7.00—Reveille.
 7.15—Morning Merrymakers.
 7.45—British United Press News.
 8.00—Sunrise Serenade.
 8.25—Manitoba Calling.
 9.30—Allan Caron—Organist.
 10.00—Peggy's Point of View.
 10.30—Toronto Trio—CBC.
 11.00—Prof. V. W. Jackson—Nature Talk.
 12.30—Pinto Pete—Dominion Fur Auction.
 12.45—British United Press News.
 1.00—London Calling—CBC.
 2.00—Club Matinee—CBC.
 3.45—B.B.C. News—CBC.
 4.30—CKY Studio Strings—Manitoba Telephone System.
 5.00—British Variety Hour.
 5.45—British United Press News.
 6.00—Share the Wealth—CBC—Colgate-Palmolive.
 6.30—Wayne King's Orchestra—CBC—Colgate-Palmolive.
 7.00—Mutiny on the High Seas—Red Rose Tea
 8.30—Let's go to the Music Hall—CBC.
 9.00—C. P. News—CBC.
 10.00—Old Time Barn Dance—CBC.
 11.30—"I Cover the Waterfront"—CBC.
 12.00—British United Press News.

THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

PROTEST—"Radio has sunk very low in some respects but it struck the very rocks of indecency when it recently dramatized a little child's funeral, including a portion of the Lord's Prayer, to sell a household commodity. True, the thing was only a play, but what a ghoulish use of human emotions! . . ."
—Winnipeg.

SHUDDERS—"I don't care much for 'The Shadow of the Swastika'. It makes me shudder. . . ."
—Erickson, Man.

VOICES AND FACES—"I find much fun in trying to figure out, by the voice, what the physical owner of it looks like. I did get a surprise when I saw Tom Benson. My guess as to him was a complete flop. . . ."
—Winnipeg.

TARZAN—"Thanks to CKY for having 'Tarzan' back. I have five children who are greatly interested in it. . . ."
—Dugald, Man.

TIME FOR TALKS—"The educational features should be presented at 4.15 p.m., because at that time the listeners, chiefly consisting of boys and girls of school age, are at home and at their radios. . . ."
—Transcona, Man.

PHONEY DISCUSSIONS—"It is time stations cut out microphone discussions in which the supposedly impromptu statements are obviously read. The people arguing are too polite to each other and the whole business is like setting up straw men, to knock them down again. The listener gets the idea the whole thing is 'fixed'. . . ."
—Winnipeg.

FROM THE UNITED STATES—"For myself, and my family, our radio is tuned to CKY the greater part of the day, and I can truly say that I have never heard anything to criticise, though I sometimes think that some of the commercial sponsors might do less ballyhoing. . . ."
—Saint John, N. Dak.

COMPLAINT—"I would like to make one criticism. That is concerning transcribed 'health dramas'—the most obnoxious things on the air. Some of them are most disgusting and nauseating dissertations. Does the revenue from such sources warrant so offending listeners? . . ."
—Ninette, Man.

SATISFIED—"I enjoy everything on CKY—music, plays, talks, and even the advertising. I realize that one must remember that every advertiser naturally thinks his own product is best. It is my privilege as a listener to use my own judgment. In buying, though, I am influenced by the nature and manner of the advertising. Anything blared at me in a raucous voice makes me decide not to buy that product, no matter how good it might be. Also, I will not purchase articles advertised at too great a length. . . ."
—Portage la Prairie, Man.

PRAISE FOR ANNOUNCERS—"Your announcing staff in general is hard to beat for clear, pleasant, 'easy-to-listen-to' voices. I'm not going to say which I like best, for I'm not quite sure myself. They are all 'tops'. . . ."
—Ninette, Man.

BLOB—"For five days a week we hear an assinine blob making inane remarks . . . If all radio announcers had to take an intelligence test suitable for twelve-year-olds there would be a heavy mortality. . . ."
—Fork River, Man.

DRAMA—"There is enough tragedy surrounding us. Why make us ever conscious of it? . . ."
—Hulton P.O., Man.

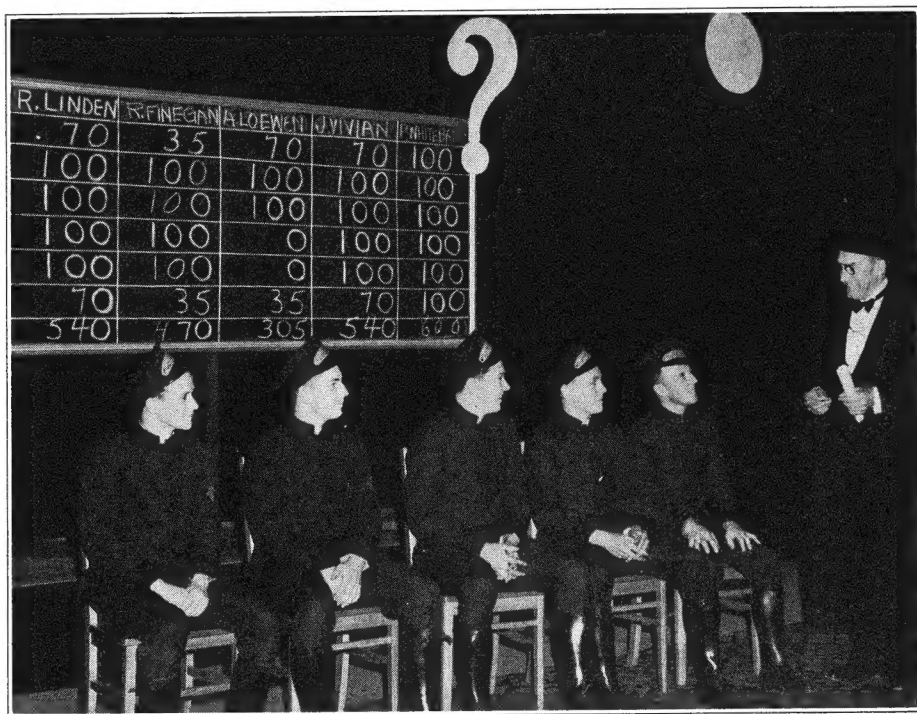
GARDEN TALKS—"The beauty of Italian gardens doesn't help me. What interest has a woman living in Toronto or Montreal in the conditions under which we grow plants in Manitoba? . . ."
—Hulton P.O., Man.

NEWS—"We want earlier news in the morning. We farmers are early risers. Why should we wait until a quarter to eight for the most vital thing CKY has to offer—news? Less repetition later in the day but some news at, say, seven a.m. would be an improvement. . . ."
—Portage la Prairie, Man.

ARCHITECTURE—"Who in Manitoba wants to hear a talk about 'Georgian homes'? Of all the dumb subjects for western consumption that is the worst. . . ."
—Brandon, Man.

WANTS MORE TALKS—"Talks are mental refreshment. Give us more of them, and less swing music. . . ."
—Winnipeg.

Dr. Query Quizzes C.N. Messengers



Our picture shows some students of Kling-Kote College in session on the stage of the Capitol Theatre, Winnipeg. It was expected that these Canadian National telegraph messengers would be bright and alert in answering the questions propounded by the genial Dr. Query, and we were not disappointed. The marks are shown on the blackboard. From left to right the contestants are:—

Robert Linden, Ray Finegan, Archie Loewen, Jack Vivian and Percy Whitebread (winner). In addition to the prizes awarded, the sum of \$1.00 for each question answered correctly was given to the Canadian Red Cross. Dr. Query (George Waight) is, of course, the be-capped, be-spectacled, be-gowned gentleman at the extreme right.

SLIPS THAT PASS IN THE MIKE

Newscaster Floyd Rodgers, of WIS, Columbia, S.C., not so long ago was amazed, coming to the phrase "struck a snag", to hear "snuck a strag" emanate from his voice box. And Milton Cross, veteran NBC announcer, probably never will forget his rendition of the "Prince of Pilsen" as the "Pill of Princeton". Deems Taylor, famed music

critic and composer, tells how, during a critique on Sigmund Romberg, he meant to say, "Mr. Romberg is a great (Jerome) Kern fan"—but ended up declaring he was a "fern can". When Announcer Charles Law of WJBC, Bloomington, Ill., slips, he does it up big. Closing a Sunday evening concert of transcribed melodies he commented, "For the last 45 hours you have heard. . ."

—"Broadcasting", Washington, D.C.

CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY, EXCEPT SUNDAYS

7.30—Musical Eye Opener.
9.00—Opening Markets.
9.05—What's in the Air.
10.30—Over the Backyard Fence.

SUNDAY

11.15—Just Mary—CBC.
12.30—Devotional Period—CBC.
6.00—Charlie McCarthy—CBC.
6.30—One Man's Family—CBC.

MONDAY

8.00—Livestock Bulletin.
8.05—Wake Up and Sing.
9.10—On Parade.
12.30—The Melodiers' Orchestra.
2.00—Closing Markets.
2.45—Swing Time.

TUESDAY

8.00—Wake Up and Sing.
9.10—Key Board Kapers.
2.00—Closing Market Quotations.
2.45—Gems from the Classics.
3.30—On the Dance Floor.
5.00—London Calling—CBC.
5.15—Moments of Melody—CBC.

WEDNESDAY

8.00—Livestock Bulletin.
8.05—Wake Up and Sing.
9.10—Accordion Parade.
10.30—The River Boat Shufflers—CBC.
2.00—Closing Markets.
2.45—Radio Special.
3.30—From the Shows.
6.30—Sevillana—CBC.
8.30—Carson Robison.

THURSDAY

8.00—Wake Up and Sing.
9.10—Newsy Jigsaw.
12.30—Bill Reid's Serenaders.
2.00—Closing Markets.
2.45—Latin American Rhythms.
3.30—The Band of the Week.
5.00—Reflections in Song—CBC.

FRIDAY

8.00—Livestock Bulletin.
8.05—Wake Up and Sing.
9.10—Bands of the Salvation Army.
10.30—Helen Wyant—Organist—CBC.
2.00—Closing Markets.
2.45—Swing Time.
3.30—Modern Troubadour.
5.00—London Calling—CBC.

SATURDAY

8.00—Wake Up and Sing.
9.15—Radio Train.
9.45—Hawaiian Echoes.
12.00—The Melodiers' Orchestra.
12.30—Closing Markets.

EVERY HOME SHOULD HAVE

A TELEPHONE

Why?

for **PROTECTION**
PROFIT
PLEASURE

PRESTIGE
and
CONVENIENCE



It is a means of saving Time, Money, Property, and Life

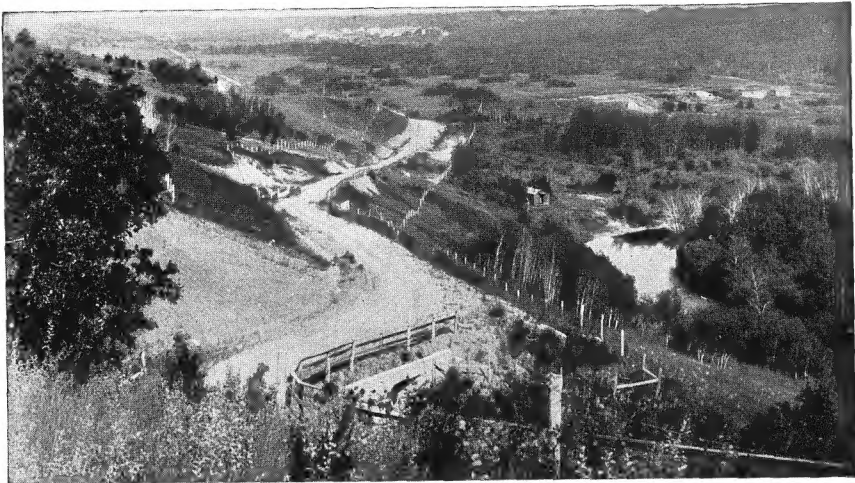
DO NOT BE WITHOUT A HOME TELEPHONE

MANITOBA TELEPHONE SYSTEM

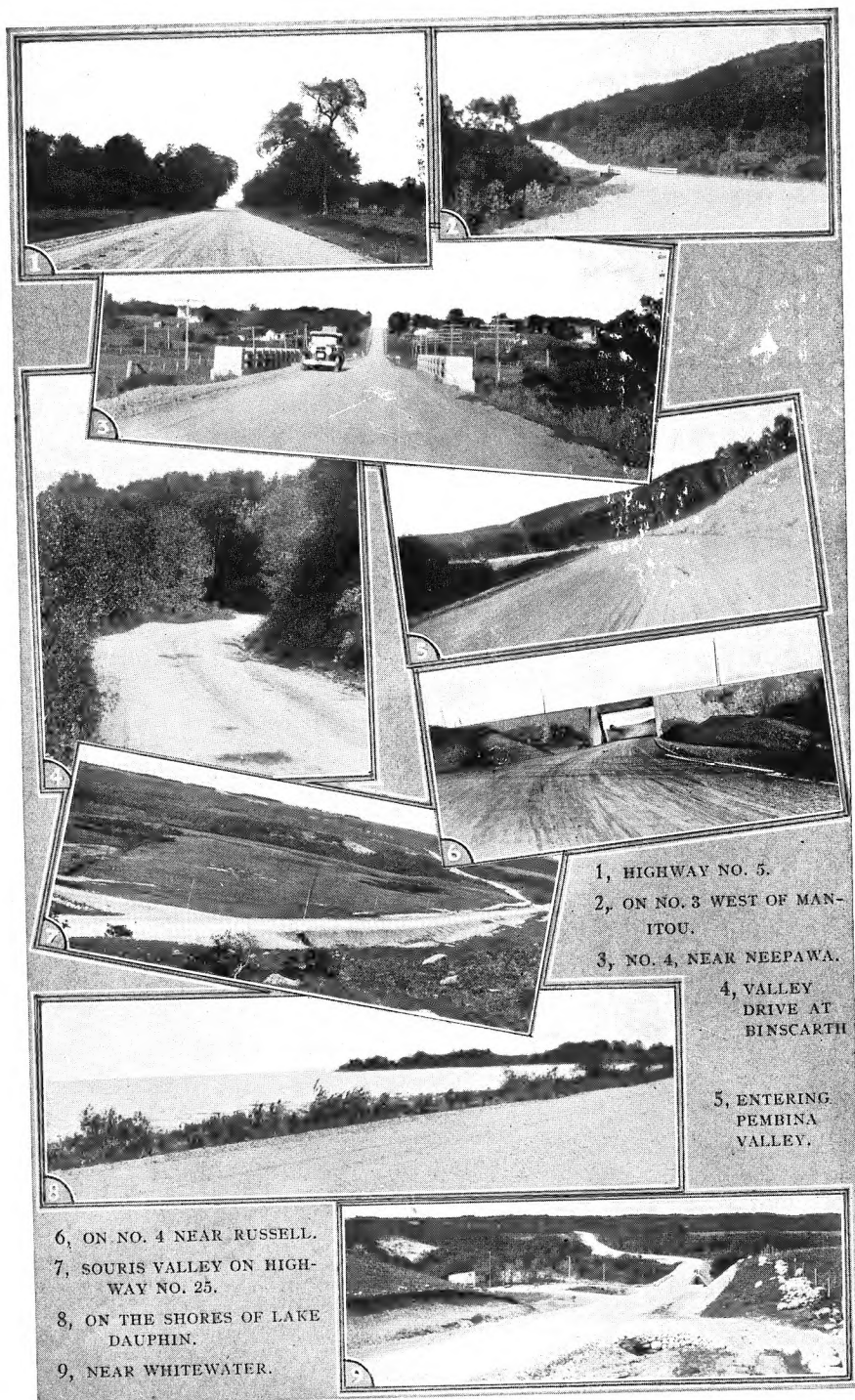
Views of Western Manitoba



Brandon City Hall and Prince Edward Hotel



Scene at Birtle



ROAD SCENES IN MANITOBA